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| **Role Title:** | Member Experience Design and Content Creator | **Responsible to:** | Member Experience Analytics Manager |
| **Division:** | Commercial Services | **Department:** | Member Experience and Insight |
| **Direct reports:** | None | **Scope:** | UK and International provision: supporting MX&I team members to bring member experience insight to life through well designed content and creation delivered via appropriate media.  |
| **Scale:** | 0 direct reports£0 Budget£0 income |
| **Regulated Function:** | No |
| **Evaluation Level:** | Core 1 | **Role Family:** | Sales / Marketing/ Comms |

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| **Role Purpose** |
| Listening and acting upon the voice of the member is key to our future business success, and the Member Experience and Insight team purpose is to ensure the business has the member and market knowledge it needs in order to make the business decisions that help us to achieve our organisational goals. This role broadcasts member experience understanding to the whole business by creating and / or editing content to provide compelling, easy to consume communications of member experience insights through design led creative solutions that have a high visual impact. Take projects from conception to completion, with the aim of creating communications that help build the Member First culture |

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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Operational*** Interpret design briefs intelligently and creatively
* Creation of engaging material that broadcasts key messages about member experience that supports Member First strategy and drives member experience understanding
	+ Interpret teams’ needs and develop new creative solutions with high visual impact to achieve specific initiative goals, producing creative and visual solutions that deliver key messages effectively
* Think creatively to produce new ideas and concepts that translate findings into the right design to create visual impact for specific audiences
* Utilise above material to educate colleagues across MPS in an engaging and effective way on key developments in UK and international markets, segments and competitors to improve business understanding and inform strategic decision making by stakeholders
* Present finalised ideas and concepts to team with visuals of new approaches that enhances and develops MX&I teams’ visual representations, creating completely new and inspirational designs to build member experience knowledge awareness and team recognition
* Identification and selection of photography and videography with appreciation of cultural sensitivities
* Actively manage multiple concurrent projects and tasks - produce timelines and critical paths, and actively 'traffic manage/prioritise' their progress with team to ensure deadlines are met
 | * Division Plan delivery Vs plan
* Delivery of projects to plan
* Stakeholder feedback
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| **Financial*** Monitor supplier contracts and performance to ensure consistent value for money
* Manage all spend within organisation policy, reporting on variance to budget to the Commercial Services leadership team
* Be actively involved and engaged in continuous improvement to drive operational efficiency and great member experiences and outcomes
* Deliver concepts and final designs within deadlines, to budget, to satisfaction
 | * Operational budget Vs Plan
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| **Member*** Proactively engage with the market intelligence, market research, knowledge management and the data and analytics teams to create communications about key member and market insights that
	+ Provides timely, relevant and relatable intelligence enabling the business to make the best decisions for our members
	+ Delivers regular communication updates into the business on risks and opportunities within our markets that will enable us to protect and grow our member numbers and income
* Ensure the Member First value is embedded in all design-based tasks; assess objectives for all briefs and ensure those are prioritised and delivered; be ready to challenge briefs, discuss directly with team and stakeholders and generate the best outcomes for the business and the member
 | * Net promoter score
* Member Satisfaction Survey
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| **People*** Take personal accountability for own training, competence, performance and engagement ensuring clarity on own accountabilities and comply with all governance, policy standards and processes
* Identify and undertake opportunities for continuous professional development through either internal or external training and learning opportunities and professional qualifications
 | * Delivery of Personal Development Plan to plan
* One to one / performance review meetings
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| **Risk*** Identify and report risks and issues identified within Commercial Services and across MPS to enable resolution and mitigation of potential impact on MPS, members and colleagues.
* Ensure that all risks identified through the Member and Market Insight remit are documented and communicated to relevant parties
 | * Risk & Control Self- Assessments
* Audit Actions
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| **Responsibilities (RACI)** |
| * Contribute to the development and delivery of the Commercial Services strategy to plan, cost and quality
* Actively support the development and delivery of MX&I strategy
* Collaborate with the MX&I team members, and liaise with key stakeholders (may be outside team e.g. internal comms and marketing teams, to create the right design, message and most appropriate media to employ
* Create interactive Member Ex-Rays using knowledge and insights from team members, and ensure they are continuously refreshed with data and video/audio clips of members
* Suggest new ways and means of sharing knowledge round the business
* Participate in work-in-progress meetings on a regular basis to discuss current projects, identify workload and discuss competing project deadlines
* File management - document control of finished artwork, images and files; cataloguing video and audio recordings
* Capacity to accept briefs and work effectively with a variety of team members to ensure the smooth flow of projects and approvals of all finished work
* Undertaking other duties and tasks that from time to time may be allocated to the role holder that are appropriate to the level or role
* Specify requirements needed to develop and provide a member and market intelligence hub (Plaza) for use by all parts of the business. Work with the team members and supplier to deliver to our requirements
* Continuously update Plaza with current insights developed by team members
* Work collaboratively with team members to create interactive dashboards that automatically update
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| **Key Governance Responsibilities**  |
| N/A |

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| **Leadership Framework Competencies** | **Level** |
| Fresh Thinking | Leading Others |
| Building Capability in Self and Others | Leading Self |
| Influencing Others | Leading Others |
| Collaborating for Results | Leading Others |
| Leading Self and Others | Leading Self |
| Commercial and Risk Thinking  | Leading Self |

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|  | **Knowledge and Qualifications** | **Skills** | **Experience** |
| **Essential** | * BSc degree in Design, Visual Arts or relevant field and / or previous experience working in an in-house design team or an agency setting / proven work experience as a Graphic Designer or similar role
* A sound understanding of design techniques and the principles and appropriate use thereof, including typography, colour, imagery, choice of media and digital content capability / experience
 | * Strong aesthetic skills with ability to combine various colours, fonts and layouts
* Ability to meet deadlines
* Able to collaborate
* Can interpret design briefs intelligently and creatively to convert info into high impact, memorable design
* Ability to use available computer hardware/ software fully (Mac)
* Ability to select design solutions and assess different design options
* Manage own time to deliver a high throughput of jobs
* Ability to re-prioritise and re-schedule work as circumstances change
* Excellent presentation skills
* An ability to work independently as well as part of a team
* An ability to take direction and feedback from senior mentors and managers
* Excellent verbal and written communications skills
* Strong stakeholder liaison skills
* A commitment to high quality, professional and ethical standards in your work
 | * Hands-on experience and proficient with image editing software, like Photoshop and Adobe Illustrator
* Experience of interpreting briefs and delivering creative concepts for critique and development
* Creating and maintaining artwork with a high level of accuracy and attention to detail, including preparing files for digital and print
* A strong file management / 'housekeeping' proficiency across large range of final design versions
* High level editing and proof-reading skills with a professional commitment to quality across a diverse design portfolio
* Experience in supporting the development of presentation/education materials, including manuals, marketing collateral, workbooks, PowerPoint presentations, video content
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| **Desirable** | * Portfolio of completed design projects
 | * An ability to communicate technical information to non-technical audiences
 | * Experience of working within a corporate environment
* Advanced organisational time management
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